

## ABSTRACT OF THE DISCLOSURE

A visually significant image is created using information encoding glyphs and an alphabet of glyphs. Each glyph has a specified optical intensity and is adapted to encode information by an optically detectable property of the glyph. The information encoding glyphs are selected and positioned so that the bulk optical properties of an aggregate of the glyphs create the visually significant image. The glyph shape defines both the optical intensity and the encoding. In an alternative embodiment, the glyphs are dynamically created to suit the particular visually significant image which is to be created.